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WILLIAM WILMOT DISCUSSES
SOCIAL SCIENCE OF PERSUASION
AT MEETING IN NEW MEXICO

MISSOULA--

Dr. William W. Wilmot, associate professor of interpersonal communication at the University of Montana, presented a paper entitled "The Future of the Social Science of Persuasion" April 24 at a meeting of the Southwest and Rocky Mountain Division of the American Association for the Advancement of Science at the Los Alamos Physics Facility, Los Alamos, N.M.

Wilmot's paper is a critique of contemporary research methods that people use to study persuasion.

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